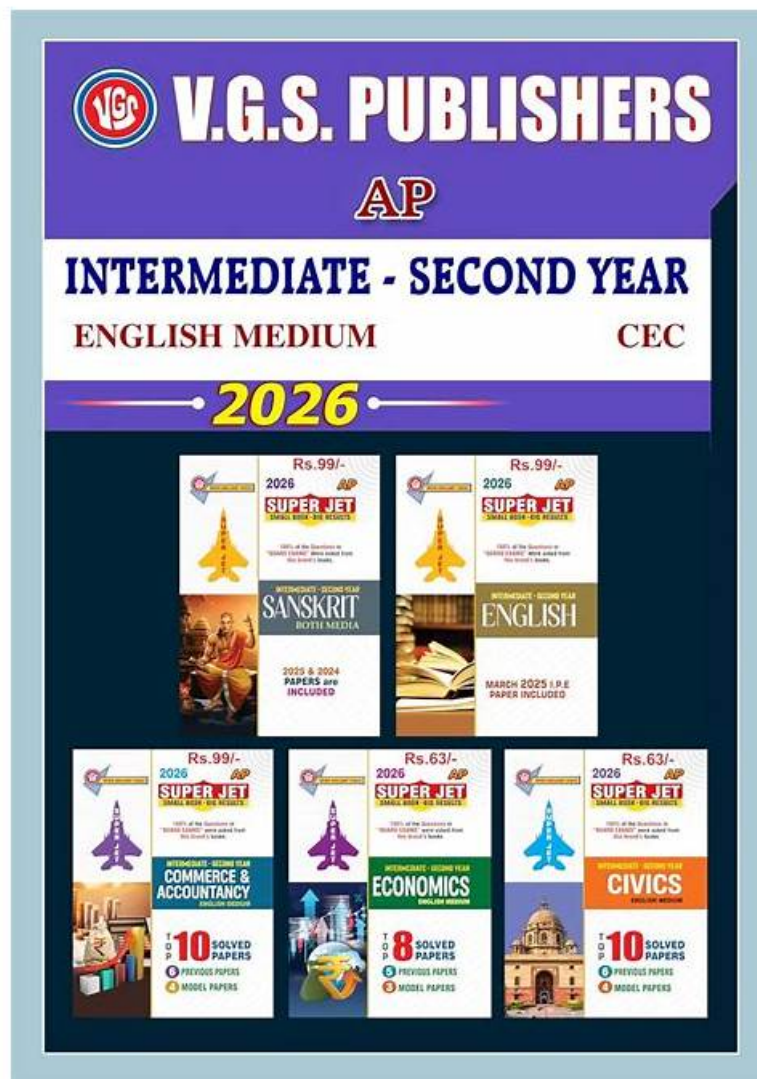


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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q80-Q85):

### NEW QUESTION # 80

Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers. Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- **B. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.**
- C. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.
- **D. Create within the Loyalty Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.**

**Answer: B,D**

Explanation:

To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must:

\* Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher.

\* Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale.

Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale.

Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

### NEW QUESTION # 81

What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

- A. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expired reset Period at the Group Level and rese the points using the out-of-the-box Reset point flow action
- B. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire
- C. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation
- **D. Use the out-of-the-box 'Reset Qualifying Points' data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.**

**Answer: D**

### NEW QUESTION # 82

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.

Which fields are required to set up a partner?

- A. Name, Partnership Start Date, Billing Type, Status, Type
- D. Name, Partnership Start Date, Industry, Status, Type
- B. Name, Partnership Start Date, Industry, Status, Billing Type
- **C. Name, Program, Program Partnership Category, Type, Billing Type**

**Answer: C**

Explanation:

When adding a program partner in Salesforce Loyalty Management, the required fields include:

\* Name, Program, Program Partnership Category, Type, Billing Type (B): This combination of fields ensures that a program partner is properly defined and categorized within the Loyalty Management system.

\* Name: Identifies the partner within the loyalty program.

\* Program: Links the partner to a specific loyalty program.

\* Program Partnership Category: Categorizes the partner according to the nature of the partnership (e.g., accrual, redemption).

\* Type: Defines the nature of the partnership, such as whether the partner is involved in point accrual, redemption, or both.

\* Billing Type: Specifies how the partner is billed, which could be related to transaction fees, membership fees, or other financial arrangements.

Options A, C, and D include fields like "Partnership Start Date," "Industry," and "Status," which, while important, are not the core required fields for initially setting up a program partner in Salesforce Loyalty Management.

Salesforce Loyalty Management documentation provides comprehensive details on setting up program partners, including the required fields and best practices for managing partnerships to enhance member engagement and program value.

### NEW QUESTION # 83

A hotel group has finished setting up its Loyalty Program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever, they want to, and expect that this can be implemented without a need for complex customization. Using the available product features of Loyalty Management, Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Contact Record
- B. LoyaltyMemberTier
- C. LoyaltyBenefits
- D. TransactionJournal
- E. LoyaltyLedger

Answer: A,B,E

Explanation:

To meet the hotel group's requirements for providing live updates to Loyalty members about their program membership without complex customization, the following three tasks should be implemented:

\* LoyaltyLedger: This feature allows members to view their points balance and transaction history<sup>1</sup>. It is a key component of the Loyalty Management product that tracks the accumulation and redemption of loyalty points, which is essential for members to stay informed about their membership status.

\* Contact Record: Maintaining up-to-date contact records is crucial as it ensures that members can receive notifications and access their membership details<sup>1</sup>. The contact record in Salesforce is the central repository of member information, which can be used to personalize communication and provide members with relevant updates.

\* LoyaltyMemberTier: Implementing the LoyaltyMemberTier feature enables members to see their current tier status and understand how they can move to the next tier<sup>1</sup>. This feature motivates members to engage more with the loyalty program by providing them with clear goals and benefits associated with each tier.

These features are part of the Salesforce Loyalty Management application and are designed to enhance customer engagement without requiring extensive customization. They enable the hotel group to provide a seamless experience for members to access their loyalty program details.

### NEW QUESTION # 84

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

- A. Use existing Experience Cloud components to handle the same design and functionalities.
- B. Assign the existing Loyalty Member Portal to the new Loyalty Program too.
- C. Create a new Loyalty Member Portal and assign it to the new Loyalty Program.
- D. Create new Experience Cloud Components for the new Loyalty Member Portal.

Answer: A,C

Explanation:

\* Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

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